

10 - 6 -3



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of)
Applicant: Dan Ariely)
Serial No. Unassigned 10677946) Examiner Unassigned
Other parts mailed: October 2, 2003) Art Unit Unassigned
Title: Methods and apparatus for promoting sales by)
reducing the purchase price at the time of sale for)
randomly selected products or purchasers)

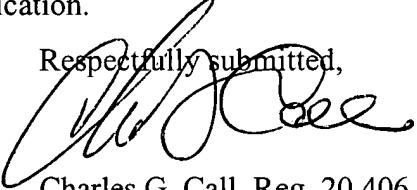
Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

Letter

The accompanying drawing sheet showing Fig. 3 was inadvertently omitted from the above identified application (sent yesterday, October 2, 2003 by Express Mail (Express Mail Label No. ER 250975045 US). This letter is being sent pursuant to 37 CFR §1.54(a) to connect the attached sheet with the other parts of the application.

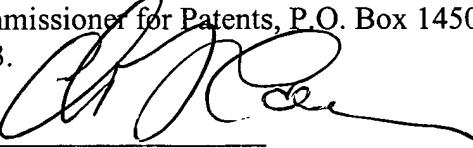
Respectfully submitted,


Charles G. Call, Reg. 20,406

Dated: October 3, 2003

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this letter and the attached drawing is being mailed by Express Mail addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October 3, 2003.


Dated: October 3, 2003

Signature

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